



Station KSL-TV SALT LAKE CITY    Agency ( ) SMART MEDIA GROUP    Rep Firm ( ) WASHINGTON

Advertiser ( ) LOVE, MIA    814 KING ST, SUITE 400    Sales Office ( ) JAMIE ANDRUS

Product LOVE/CD4R    ALEXANDRIA, VA 22314    Salesperson ( )

Estimate# 912918    Agency C/P1/P2/E LOVE/ORDR/912918    Salesperson Phone# 202-872-1155

Buyer Patricia Dome    Flight Dates 09/12/2012 - 09/18/2012    Salesperson FAX#

Phone#    Hiatus Weeks

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	10	SU	930A-10A	MUSIC & SPOKEN	:30	\$550.00	09/16-09/16	1	1	1	\$550.00	
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Rating: 5.4

	11	TH	630P-7P	KSL 5 NWS-6:30	:30	\$575.00	09/13-09/13	1	1	1	\$575.00	
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Rating: 3.7

	12	M-TU	630P-7P	KSL 5 NWS-6:30	:30	\$575.00	09/17-09/18	2	1	2	\$1,150.00	
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Rating: 3.7

Buyline Comment: 1/DAY

	14	W	12P-1P	NEWS @ NOON	:30	\$85.00	09/12-09/12	1	1	1	\$85.00	
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Rating: 2.1

Buyline Comment: 1/DAY

	16	TU	12P-1P	NEWS @ NOON	:30	\$85.00	09/18-09/18	1	1	1	\$85.00	
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Rating: 2.1

	17	W-TH	6P-630P	NEWS @ 6P	:30	\$675.00	09/12-09/13	2	1	2	\$1,350.00	
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Rating: 4.2

Buyline Comment: 1/DAY

	19	M	6P-630P	NEWS @ 6P	:30	\$675.00	09/17-09/17	1	1	1	\$675.00	
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Rating: 4.2

	20	SU	8A-9A	MEET THE PRESS	:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
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Rating: 2.2

	21	SU	4P-430P	NEWS	:30	\$70.00	09/16-09/16	1	1	1	\$70.00	
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Rating: 1.6

	22	W-F	4P-5P	KATIE	:30	\$90.00	09/12-09/14	3	1	3	\$270.00	
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Rating: 2.0

Buyline Comment: 1/DAY

**Last Received:** 09/14/2012 7:19 AM

**Showing Buylines: All Lines**

**Station** KSL-TV SALT LAKE CITY

Advertiser ( ) LOVE, MIA

Product LOVE/CD4/R

Estimate# 912918

**Buyer** Patricia Dome

**Phone#**

Fax#

Agency ( ) SMART MEDIA GROUP

( ) EXACT MIDDIN  
814 KING ST. SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

Agency Call #	EOE/AAOIN/12310
Flight Dates	09/12/2012 - 09/18/2012

## Hiatus Weeks

**Rep Firm**

**Rep T/M**  
**Sales Office (**

Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS

) use independent

Salesperson Phone#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	25	M-TU	4P-5P	KATIE	:30	\$90.00	09/17-09/18	2	1	2	\$180.00	
	Rating: 2.0											
	Buyline Comment: 1/DAY											
	27	TH-F	6A-7A	TODAY 2	:30	\$100.00	09/13-09/14	2	1	2	\$200.00	
	Rating: 2.2											
	Buyline Comment: 1/DAY											
	29	M	6A-7A	TODAY 2	:30	\$100.00	09/17-09/17	0	0	0	\$0.00	
	Rating: 2.2											
	Buyline Comment: 1/DAY											
	31	W-F	3P-4P	DR PHIL	:30	\$175.00	09/12-09/14	3	1	3	\$525.00	
	Rating: 1.1											
	Buyline Comment: 1/DAY											
	34	TU	3P-4P	DR PHIL	:30	\$50.00	09/18-09/18	1	1	1	\$50.00	
	Rating: 1.1											
	35	F	630P-7P	GAME NIGHT LIVE	:30	\$120.00	09/14-09/14	1	1	1	\$120.00	
	Rating: 2.4											
	36	W	8A-9A	TODAY	:30	\$110.00	09/12-09/12	0	0	0	\$0.00	
	Rating: 2.0											
	Buyline Comment: 1/DAY											
	39	TU	8A-9A	TODAY	:30	\$525.00	09/18-09/18	1	1	1	\$525.00	
	Rating: 2.0											
	40	W	5P-530P	NEWS @ 5P	:30	\$625.00	09/12-09/12	1	1	1	\$625.00	
	Rating: 3.6											

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Product LOVE/CD4/R

Estimate# 912918

**Buyer** Patricia Dome

Phone#

## #xvii

Agency ( ) SMART MEDIA GROUP

814 KING ST. SUITE 400

614 ISLAND ST, BOX 112-400  
ALEXANDRIA, VA 22314

Agency C/P1/P2/E LOVE/ORDR/912918

**Agency C/A I & E**      **Flight Dates**  
09/12/2012 - 09/18/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRIIS

James Lind ( ) JAMES LIND

Salesperson Phone:

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	41	TU	5P-530P	NEWS @ 5P	:30	\$625.00	09/18-09/18	1	1	1	\$625.00	
Rating: 3.6												
	42	F	7P-8P	GUYS WITH KIDS/GO ON	:30	\$1,500.00	09/14-09/14	1	1	1	\$1,500.00	
Rating: 5.8												
	43	SU	10P-1035P	NEWS	:30	\$650.00	09/16-09/16	1	1	1	\$650.00	
Rating: 7.3												
	44	TH-F	7A-8A	TODAY	:30	\$950.00	09/13-09/14	2	1	2	\$1,900.00	
Rating: 2.7												
Buyline Comment: 1/DAY												
	46	TU	7A-8A	TODAY	:30	\$950.00	09/18-09/18	1	1	1	\$950.00	
Rating: 2.7												
	47	SA	10P-1035P	10 P NEWS	:30	\$550.00	09/15-09/15	1	1	1	\$550.00	
Rating: 5.6												
	48	TH	10P-1035P	10 P NEWS	:30	\$900.00	09/13-09/13	1	1	1	\$900.00	
Rating: 7.3												
	49	M	10P-1035P	10 P NEWS	:30	\$900.00	09/17-09/17	1	1	1	\$900.00	
Rating: 7.3												
	50	M	7P-9P	THE VOICE	:30	\$5,000.00	09/17-09/17	1	1	1	\$5,000.00	
Rating: 7.2												
	51	TH	12P-1P	NEWS @ NOON	:30	\$225.00	09/13-09/13	1	1	1	\$225.00	
Rating: 2.1												
Buyline Comment: 1/DAY												

EC'd Yes    Last Received: 09/14/2012 7:19 AM    Showing Buylines: All Lines

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Product LOVE/CD4/R    ALEXANDRIA, VA 22314    Salesperson ( )  
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	52	TU	6A-7A	TODAY 2	:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
Rating: 2.2    Buyline Comment: 1/DAY												
	53	TH-F	8A-9A	TODAY	:30	\$525.00	09/13-09/14	2	1	2	\$1,050.00	
Rating: 2.0    Buyline Comment: 1/DAY												
	54	SA	5A-7A	TODAY SHOW	:30	\$20.00	09/15-09/15	1	1	1	\$20.00	
	55	M-TU	3P-4P	DR PHIL	:30	\$50.00	09/17-09/18	2	1	2	\$100.00	
Rating: 2.0    Buyline Comment: 1/DAY												
	56	M	11A-12P	STUDIO 5	:30	\$110.00	09/17-09/17	1	1	1	\$110.00	
Rating: 2.0												

---REPORT TOTALS---  
Report Totals: 51 / \$25,405.00

---SALES MONTHLY TOTALS---  
Sep 12: 51 / \$25,405.00  
Sales Totals: 51 / \$25,405.00  
Station Totals: 51 / \$25,405.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  
Market Totals \$127,025    CABL 0%    KJZZ 0%    KSL 20%    KSTU 0%    KTVX 0%  
KUCW 0%    KUTV 0%    NSL 0%    UNKN 80%

Books null  
Demos RA35+

EC'd Yes

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